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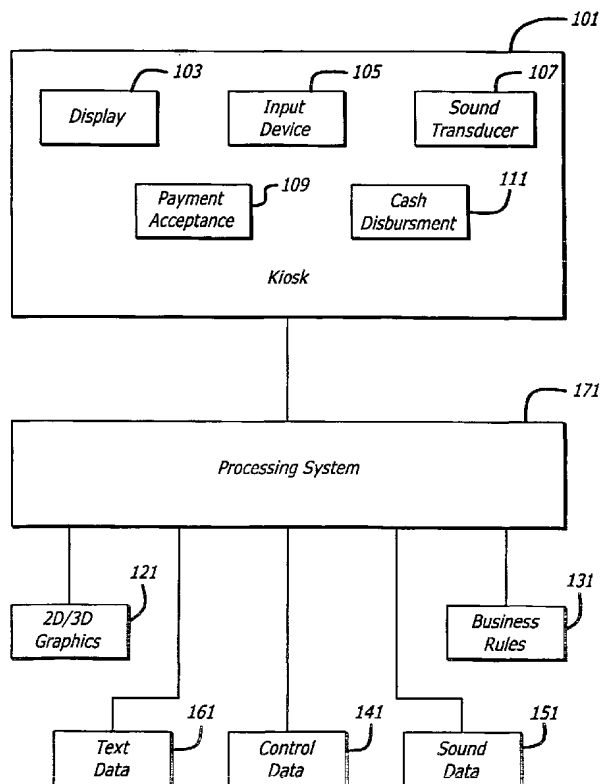
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(54) Title: POINT OF SALE COMPUTER SYSTEM DELIVERING COMPOSITED TWO- AND THREE-DIMENSIONAL IMAGES



(57) Abstract: A point of sale computer system that allows a customer to select and consummate a sale himself. The system may include graphics storage media configured to store two- and three-dimensional graphics data relating to the sale, as well as business rules storage media, configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on input received from the customer. The technology allows a presentation to be made to the customer that is entertaining and that maintains the attention of the customer throughout the sale selection and consummation process.



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## **POINT OF SALE COMPUTER SYSTEM DELIVERING COMPOSITED TWO- AND THREE-DIMENSIONAL IMAGES**

### **BACKGROUND OF INVENTION**

#### **[0001]** *Field of Invention*

**[0002]** This application relates to computer terminals at which orders are placed and, more particularly, to computer terminals at the point of sale that are operated directly by customers.

#### **[0003]** *Description of Related Art*

**[0004]** The consummation of a sale of a product or service at a point of sale location has traditionally required the investment of time. Even for commodity items such as the menu items served at quick service restaurants, employee time must be spent receiving and entering selections made by customers. Time must also often be spent collecting money and providing change. The costs of such personnel, of course, add to expenses, often reducing profit.

**[0005]** To reduce this overhead, customer-operated point of sale computer systems have been proposed. These systems allow customers to themselves obtain information about products and services and to consummate sales for their purchase.

**[0006]** Unfortunately, many customer-operated, point of sale computer systems have not proven to be successful. They are often difficult to operate and viewed by the customer as unfriendly and a burden or impediment, discouraging the very sales that they were intended to promote. In many of these systems, moreover, it is often difficult to make frequent changes in the products or services that are offered, in their descriptions and in their pricing.

### **SUMMARY OF INVENTION**

**[0007]** A point of sale computer system may allow a customer to select and consummate a sale himself.

**[0008]** The system may include a display configured for the customer to view during the selection and consummation process; an input device configured to be

operated by the customer during the selection and consummation process and to generate control signals in response to operation of the input device by the customer; graphics storage media configured to store two and three-dimensional graphics data relating to the sale; business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on the control signals from the input device; and a processing system.

**[0009]** The processing system may be configured to communicate with the display, the input device, the graphics storage media and the business rules storage media; obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules; composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

**[0010]** The three-dimensional graphics presentation may entertain the customer during the selection and consummation process.

**[0011]** The three-dimensional graphics presentation may include animation relating to the sale. The animation may include animated three-dimensional graphics relating to the sale.

**[0012]** The business rules may specify how, when and/or where the graphics should be displayed during the selection and consummation process.

**[0013]** The system may further include a payment acceptance device configured to accept payment from the customer for the consummated sale.

**[0014]** The system may include a cash disbursement device configured to disburse cash to the customer. The cash disbursement device may be configured to disburse change in response to overpayment for the sale.

**[0015]** The three-dimensional graphics presentation may include a series of scenes, the content of each of which is dictated by the input received from the customer. The three-dimensional graphics presentation may include programmed

graphics transitions between each scene. The programmed graphics transitions may include an image of a selected item being transfer to an image of a shopping container. The shopping container may be a shopping bag or cart. The programmed graphics transitions may be managed by the business rules.

**[0016]** The three-dimensional graphics presentation may communicate in a language and the customer may select the language that is used.

**[0017]** The system may further include other data storage media configured to store other data relating to the sale. The processing system may communicate with the other data storage media. The business rules may specify the graphics that should be displayed during the selection and consummation based on the data in the data storage media.

**[0018]** The processing system may be configured to seek, obtain and record the identity of the customer and the other data may include data about the customer. The data about the customer may include data about the input received from the customer during previous visits to the point of sale computer system.

**[0019]** The other data may include data about the inventory of products or services that may be selected by the customer for the sale.

**[0020]** The other data may include data about promotional campaigns relating to the sale.

**[0021]** The display and input device may or may not both be contained in a kiosk.

**[0022]** The sale may be of a product, such as prepared food.

**[0023]** The graphics data may include images of products or services that the customer may select to purchase. An image of a product or service may be represented by three-dimensional graphics data.

**[0024]** The graphics data may include an image of a companion for the customer, and the business rules may include rules to cause the image of the companion to be displayed to the customer during the selection process.

**[0025]** The graphics data may include cross-promotional graphics that promote a product or service other than one that the customer may select during the selection and consummation process, and the business rules may cause the cross-promotional graphics to be part of the three-dimensional graphic presentation.

**[0026]** The graphics data may include text in a graphics format.

**[0027]** The system may further include a sound transducer configured for the customer to hear during the selection and consummation process.

**[0028]** The graphics data may include multimedia data containing both image and sound information relating to the sale, and the processing system may cause the sound to be delivered to the sound transducer when the image portion of the multimedia data is delivered to the display.

**[0029]** The system may further include sound storage media configured to store sound data relating to the sale. The business rules may specify the sound that should be delivered during the selection and consummation process based on the control signals from the input device. The processing system may be configured to communicate with the sound storage media, select sound data in real time from the sound storage media in response to control signals received from the input device and in accordance with the business rules, and deliver the selected sound data to the sound transducer along with the three-dimensional graphics presentation.

**[0030]** The graphics storage media and/or the business rules storage media may be configured to be updated from a remote source.

**[0031]** A method may allow a customer to select and consummate a sale himself using a point of sale computing system. The method may include receiving control signals in response to the operation of an input device by the customer during the selection and consummation process; selecting two and three-dimensional graphics relating to the sale in real time from a graphics storage media based on the control signals received from the input device and in accordance business rules that specify the graphics that should be displayed during the selection and

consummation process; compositing the selected two and three-dimensional graphics in real time into a non-linear, three-dimensional graphics presentation; delivering the three-dimensional graphics presentation in real time to a display for viewing by the customer; and displaying the three-dimensional graphics presentation in real time to the customer.

**[0032]** Computer program storage media may contain a computer program that, when loaded in a computer system along with other software, allows a customer to select and consummate a sale himself with a point of sale computer system. The loaded program may allow receiving control signals in response to the operation of an input device by the customer during the selection and consummation process; selecting two and three-dimensional graphics relating to the sale in real time from a graphics storage media based on the control signals received from the input device and in accordance business rules that specify the graphics that should be displayed during the selection and consummation process; compositing the selected two and three-dimensional graphics in real time into a non-linear, three-dimensional graphics presentation; delivering the three-dimensional graphics presentation in real time to a display for viewing by the customer; and displaying the three-dimensional graphics presentation in real time to the customer.

**[0033]** A point of transaction computer system may allow a customer to select and consummate a business transaction himself.

**[0034]** The system may include a display configured for the customer to view during the selection and consummation process; an input device configured to be operated by the customer during the selection and consummation process and to generate control signals in response to operation of the input device by the customer; graphics storage media configured to store two and three-dimensional graphics data relating to the transaction; business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on the control signals from the input device; and a processing system.

**[0035]** The processing system may be configured to communicate with the display, the input device, the graphics storage media and the business rules storage media; obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules; composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

**[0036]** The business transaction may include reserving an item to purchase and/or extending credit.

**[0037]** A point of sale computer system may allow a customer to himself select and receive information about a potential business transaction that the customer may then consummate at the location of the computer system.

**[0038]** The system may include a display configured for the customer to view during the selection and receiving process; an input device configured to be operated by the customer during the selection and receiving process and to generate control signals in response to operation of the input device by the customer; graphics storage media configured to store two and three-dimensional graphics data containing information about the potential business transaction that the customer may then consummate at the location of the computer system; business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and receiving process based on the control signals from the input device; and a processing system.

**[0039]** The processing system may be configured to communicate with the display, the input device, the graphics storage media and the business rules storage media; obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules; composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.



**[0040]** An enterprise level point of sale computer system for an enterprise having several geographically-separated point of sale locations may allow customers at the various locations to select and consummate a sale themselves.

**[0041]** The system may include a local computer management system at each point of sale location. Each local computer may include a display configured for a customer to view during the selection and consummation process; an input device configured to be operated by the customer during the selection and consummation process and to generate control signals in response to operation of the input device by the customer; graphics storage media configured to store graphics data; business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on the control signals from the input device; and a processing system.

**[0042]** The processing system may be configured to communicate with the display, the input device, the graphics storage media and the business rules storage media; obtain selected graphics in real time from the graphics storage media in response to the control signals received from the input device and in accordance with the business rules; composite the selected graphics in real time into a non-linear, graphics presentation; and deliver the graphics presentation in real time to the display for viewing by the customer

**[0043]** The system may include a global computer management system configured to communicate with each local computer management systems and to deliver graphics and business rules to each local computer management systems for storage in their respective graphics storage media and business rules storage media.

**[0044]** At least one local computer management system may further include a manager station configured to control and update the graphics and business rules that are stored in its graphics and business rules storage media.

**[0045]** The manager station may be further configured to selectively subscribe to classes of graphics and business rules to be delivered from the global computer management system.

**[0046]** The manager station may be further configured to selectively load graphics data in the graphics data storage media and business rules in the business rules storage media. At least portions of the selectively loaded graphics data and business rules may be tailored to the point of sale location associated with the manager station.

**[0047]** The graphics storage media may be further configured to store two and three-dimensional graphics data relating to the sale; and the processing system may be further configured to obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules; composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

**[0048]** These, as well as still further features, objects and benefits will now become clear upon reviewing the following detailed description of illustrative embodiments and accompanying drawings.

#### **BRIEF DESCRIPTION OF DRAWINGS**

**[0049]** FIG. 1 is a block diagram of a point of sale computer system.

**[0050]** FIG. 2 is a block diagram of an enterprise level point of sale computer system.

#### **DETAILED DESCRIPTION OF THE ILLUSTRATIVE EMBODIMENTS**

**[0051]** FIG. 1 is a block diagram of a point of sale computer system.

**[0052]** One function of this system may be to allow a customer to select and consummate a sale himself. The selection may be of one or more products, such as items of food, information or services.

**[0053]** A kiosk **101** may be positioned so that it is readily accessible to the customer and can be easily operated by the customer. The kiosk **101** may include a display **103**, an input device **105**, a sound transducer **107**, a payment acceptance device **109** and a cash disbursement device **111**.

**[0054]** The kiosk **101** may communicate with the customer through the display **103** and the sound transducer **107** based on input received from the customer from the input device **105**. The communication may be in an entertaining manner so as to maintain the interest of the customer and to thus entice the customer to select and consummate a sale.

**[0055]** The kiosk **101** may be positioned at any location at which a product or service is provided. It may be at a retailing venue, such as a quick service restaurant, fast casual restaurant or a concession stand. It might be positioned in an amusement park, a theater, stadium or in a bank. It could be part of an automatic teller machine (ATM).

**[0056]** The kiosk **101** may be positioned in a public area, in a home, on its own without any surrounding business, or as part of another apparatus, such as a food delivery counter.

**[0057]** The display **103** may be configured for the customer to directly view during the selection and consummation process. It may operate in a graphics mode and may include an electroluminous display, such as a CRT, plasma display, LCDs or even LEDs. The display **103** may include a front or rear projector. The display **103** could be the display on a laptop owned by the customer. In this embodiment, the laptop could communicate wirelessly with the other components of the point of sale computer system. The display **103** might be any other type of known or hereinafter invented display, as well as a combination of such devices.

**[0058]** The display **103** may be positioned in close proximity to the customer or at a distance. It might be a display that is shared by the customer with other customers.

**[0059]** The input device **105** is configured to be operated by the customer during the selection and consummation process. In response to operation of the input device **105** by the customer, the input device **105** generates control signals.

**[0060]** The input device **105** may be a touch screen, keyboard, mouse, panel buttons, microphone, telephone, wireless device (e.g., a laptop with a wireless

connection), mobile phone, cell phone or PDA. The input device **105** might be a remote control of the type used to control televisions using infrared or RF. The input device **105** might be a joystick. The input device **105** might be a RF ID tag. The input device **105** might be any other type of known or hereinafter invented input devices, as well as a combination of such devices.

**[0061]** The input device **105** may be part of the kiosk **101**, as shown in FIG. 1. It might be separate from the kiosk **101**. It may be near the display **103** or far from the display **103**.

**[0062]** The sound transducer **107** may be included to produce sound for the customer to hear. It may be a loudspeaker, headphones, or a wireless apparatus that communicates to a remote sound transducer, such as a speaker contained in a laptop. The sound transducer **107** may be within the kiosk **101**, or outside of it.

**[0063]** The payment acceptance device **109** may be included in the kiosk **101** or elsewhere to accept payment for the transaction from the customer. The payment acceptance device **109** may be configured to receive and verify credit cards, such as a charge card or a debit card, such as an ATM card. It may be configured to receive bills and/or coins. It may be configured to receive currency issued by different countries.

**[0064]** The cash disbursement device **111** may be included to disburse cash to the customer in the form of bills, coins or otherwise. As with the payment acceptance device **109**, the cash disbursement device **111** may disburse cash in currency issued by different countries.

**[0065]** The cash disbursement device **111** may be located within the kiosk **101** or elsewhere.

**[0066]** The point of sale computer system shown in FIG. 1 may include graphics storage media **121** for storing graphics data representative of two- and three-dimensional graphics. The graphics storage media **121** may include magnetic media, such as hard disks and floppies, optical media, such as CDs or DVDs, or electronic media, such as a ROM. The media could be single device or multiple

devices. The media could be any other type of storage device now known or later developed.

**[0067]** The graphics storage media **121** may be configured in association with other well known systems, such that its content can be updated locally and/or remotely.

**[0068]** The graphics storage media **121** may store a broad variety of graphics data. It may be a database of rich media of broadcast or film quality.

**[0069]** Included within the graphics that may be stored within the graphics storage media **121** are two-dimensional and three-dimensional graphics.

**[0070]** References to “two-dimensional” and “three-dimensional” are not intended to refer to the actual image that is produced. Rather, and as is known in the art, they are intended to refer to the type of data that is representative of these images and, in turn, the type of processing that may be readily performed on this data.

**[0071]** Two-dimensional image data, for example, can usually be filtered, layered, warped, composited and presented in a sequence as an animation.

**[0072]** Three-dimensional image data can usually be processed in all of the ways that two-dimensional image data can be processed. Unlike two-dimensional image data, however, three-dimensional image data contains information sufficient to allow the image to be generated as it would appear if it were viewed from different perspectives.

**[0073]** A two-dimensional image of a block, for example, looks like a three-dimensional object in the image. However, the image data is usually not sufficient to allow any other perspective of the block to be shown. Three-dimensional graphics image data, on the other hand, is sufficient to allow an image to be created that accurately depicts the block from several viewing perspectives.

**[0074]** Three-dimensional graphics data may include geometry that represents physical objects and surfaces, lights to illuminate the scene, transforms to position the geometry in space, materials or texture maps to describe the surface attributes of the geometry, cameras to represent viewpoints from which the

images are generated, and elements to describe the scene, such as shaders and environment parameters, such as fog and haze.

**[0075]** Three-dimensional graphics data may be represented as a direct acyclic graph (DAG) that permits grouping, parent/child relationships and hierarchical constructs.

**[0076]** The images that are represented by the two- and three-dimensional graphics data in the graphics storage media **121** can vary widely.

**[0077]** The images may be still or video images of the products or services that the customer may select. The images may include information related to the products or services, such as descriptions, general information, pricing, terms of purchase and legal disclaimers.

**[0078]** The images may include material that is not directly related to the sale. For example, the images may contain cross-promotional messages to promote products or services not available for purchase at the point of sale location, or from the point of sale computer system. For example, a point of sale computer system at a fast service restaurant may include a preview for an upcoming movie. The images may be targeted to establishing or enhancing a brand name.

**[0079]** The graphics may be designed such that, when presented, they entertain the customer and entice the customer to make a selection and to consummate the sale. The graphics may include amusing material. It may include a virtual escort, friend or companion that accompanies the customer during the selection and/or consummation process. It may include a virtual salesperson that speaks to the customer.

**[0080]** One or more of the images may be animated. The animation data may be two-dimensional or three-dimensional.

**[0081]** The graphics data may include scene transitions, that is, one or more transitional segments that are displayed between scenes.

**[0082]** One example of such a scene transition is graphics that illustrates a selected food item being moved from the selection area on the screen to a container, such as a bag or shopping cart.

**[0083]** The graphics data may include imbedded soundtracks or text characters that are played or displayed, respectively, while the graphic image is being displayed.

**[0084]** The graphics data may include textual information in the form of a two-dimensional or three-dimensional graphic image.

**[0085]** The graphics data may include the same image in different data formats. These formats might be selected to match variations in the hardware environment, thus insuring that a particular image can be displayed on primitive hardware, while providing the opportunity for that same image to be displayed in a more sophisticated format on more sophisticated hardware.

**[0086]** Image information about products or services could similarly be stored in different formats to facilitate different product promotional strategies, such as special sales or combination packaging.

**[0087]** The point of sale computer system may include a business rules storage media **131**.

**[0088]** From a hardware perspective, the business rules storage media **131** may be of any of the types that are discussed above in connection with the graphics storage media **121**. As with the graphics storage media **121**, the business rules storage media **131** may be configured in association with other systems to be able to be updated locally and/or remotely.

**[0089]** A broad variety of business rules may be stored in the business rules storage media **131**.

**[0090]** The business rules may specify which, how, where and when the graphics in the graphics storage media **121** should be displayed on the display. This specification may depend upon the input signals received the input device **105** from the customer.

**[0091]** For example, the business rules might specify that the display **103** display a graphic animation of a child enjoying a Big Mac and fries and, perhaps with it, sounds of happy children in the background. Upon receiving an input at the input device **105** signaling that a customer has input a request for a menu, the business

rules might specify that the animation of the child eating the Big Mac should be reduced in size and volume and positioned in the upper left hand corner of the display. The rules might further specify that an image of a menu be displayed in the main area of the screen at the same time. The rules might further specify that an animation of a virtual guide appear at the right side of the screen and that the soundtrack of a voice asking "What would you like to eat?" be played in synchronism with lips moving on the animation.

**[0092]** Upon receipt of an input signal from the input device **105** indicating that the customer has selected a Big Mac from the menu, the business rules might specify that an animation be played as a scene transition showing the selected food item being moved into a bag, followed by the bag being placed in the upper right hand corner of the screen, followed by a return to the menu for further selections.

**[0093]** The business rules may specify other functionality of the system, such as the delivery of pricing information, including the price of a package of selections, such as a Happy Meal.

**[0094]** The business rules may specify varying modes of the operation of the input device **105**. For example, the business rules might specify that, after a customer selects a particular item, the input device controls movement of that selected item, allowing the customer to rotate the item so that he may see it from various angles. To accomplish this, the business rules might dictate that a three-dimensional graphic image of the item that is stored in the graphics storage media be retrieved and displayed on the screen and that its data set should be manipulated by the control signals from the input device **105**.

**[0095]** The business rules may specify the graphics that should be displayed in the absence of customer input, including while the kiosk **101** is not being used by any customer or after a sale has been completed. The business rules may specify the graphics that should be displayed if the customer fails to provide any input after a pre-determined amount of time.

**[0096]** The business rules may be used to control aspects of the transaction, other than communications with the customer. For example, the business rules



may be used to direct the order that the customer places to an ordering section of the business for fulfillment. Similarly, the business rules might an invoice for the purchase to be created and delivered to an inventory or accounting section of the business.

**[0097]** The business rules may be configured to direct the delivery of promotional messages to the customer using other image data in the graphics storage media **121**.

**[0098]** The business rules may be used to control the language in which the point of sale computer system communicates with the customer. With this feature, the business rules might be configured to deliver images from the graphics storage media **121** to the customer that invite the customer to select a desired language, and to thereafter select the graphics that are stored in the graphics storage media **121** that are in this language.

**[0099]** A control data storage media **141** may be used as part of the point of sale computer system. The control data storage media **141** may be used to store information that is intended to affect the presentation to the customer by the kiosk **101**. For example, the control data storage media **141** might specify the hardware environment so that the optimum graphics data can be selected from the graphics storage media **121**. It might specify changes in the presentation that should be made as a function of time, date, season, geographic location, temporary promotional campaigns, customer data (e.g., the identity of the customer or the customer's usage history) or inventory.

**[0100]** The control data storage media **141** may include any of the hardware types of storage media that are described above in connection with the graphics storage media **121**. It may similarly be updated locally and/or remotely.

**[0101]** The business rules storage media **131** may include business rules that test for the presence of one or more types of control data in the control data storage media **141** and, based on the results of this test, modify the graphics presentation that the business rules dictate.

**[0102]** The point of sale computer system may include sound data storage media **151**. This media may contain sound files that, under the management of the business rules in the business rules storage media **131**, may be played through the sound transducer **107** during the selection and consummation process. Unlike a soundtrack recorded as part of a graphic image, the sound data stored in the sound data storage media **151** need not always be associated with a particular graphic image.

**[0103]** The hardware used to implement the sound data storage media **151** may be any of the types discussed above in connection with the graphics storage media **121**. As with the graphics storage media **121**, the sound data storage media **151** may be updated remotely and/or locally.

**[0104]** The point of sale computer system may include text data storage means **161** for storing text data files. As with the sound data, the text data may similarly be displayed on the display **103** or played on the sound transducer **107** (using a speech synthesizer) during the selection and consummation process. Like the sound data files in the sound data storage media **151**, the text data need not always be displayed in association with any particular graphic image. The display of the text data may be subject to the control of the business rules in the business rules storage media **131**. The text data storage media may be any of the types described above in connection with the graphics storage media **121**. The text data storage media may be updated locally and/or remotely.

**[0105]** The point of sale computer system may include a processing system **171**. The processing system may communicate and ultimately control each of the other components in the point of sale computer system, such as the display **103**, the input device **105**, the sound transducer **107**, the payment acceptance device **109**, the cash disbursement device **111**, the graphics storage media **121**, the business rules storage media **131**, the control data storage media **141**, the sound data storage media **151** and the text data storage media **161**.

**[0106]** The processing system **171** may consist of a single microprocessor or several microprocessors. It may include associated interface, memory and communication devices. It may include one or more complete computer systems.

The processing system **171** may all be in a single location, such as in the kiosk **101**, along with the graphics, business rules, sound data, control data and text data storage media **121**, **131**, **141**, **151** and **161**, or these components may be in other locations. The components may all be located together, or they may be at separate locations.

**[0107]** The processing system **171** may monitor the control signals received from the input device **105**. In response, the processing system **171** may consult the business rules in the business rules storage media **131** to determine what action should be taken.

**[0108]** The business rules may direct the processing system **171** to obtain selected two- and three-dimensional graphics data from the graphics data storage media **121**. The business rules may direct the processing system **171** to obtain selected sound data, control data and/or text data from the sound data storage media **151**, the control data storage media **141** and the text data storage media **161**, respectively.

**[0109]** The processing system **171** may then composite this retrieved data in real time into a non-linear, three-dimensional graphics presentation. The processing system **171** may then deliver that graphics presentation to the display **103** and, if it contains audio, to the sound transducer **107**. The presentation is then displayed and, if a sound transducer is present, played.

**[0110]** The phrase “real time” as used in this application is intended to reflect the concept of the graphics presentation being composited and displayed promptly in response to control signals from the input device **105**. Of course, it is to be understood that at least segments of this presentation might be composited before receiving any control signals from the input device **105**. This might occur as an intrinsic part of the business rules that are stored in the business logic storage media **131**. It might be a pre-conceived presentation that is stored as a single movie file in the graphics storage media **121**.

**[0111]** The phrase “non-linear” as used in this application is intended to reflect the concept that the sequence of graphics that are presented on the display **103** during the sale selection and consummation process is not entirely pre-conceived,

but rather varies as a function of the input provided by the customer to the input device **105**. Of course, it is to be understood that segments of this non-linear presentation may be pre-conceived, either in the form of an animation in the graphics storage media **121** and/or in the form of pre-determined business rules in the business rules storage media **131**.

**[0112]** The business rules in the business rules storage media **131** may include rules that direct the processing system **171** to present more than one graphic image from the graphics storage media **121** on the display at the same time. In this instance, the business rules may specify exactly which images to display, where on the display the images should be displayed, and/or how they should be displayed.

**[0113]** Business rules that specify how a two-dimensional image should be displayed may specify that the image be filtered, warped or layered with other images.

**[0114]** Business rules that specify how three-dimensional images should be displayed may specify the perspective of the image that should be shown, as well as any variations in that perspective that should take place as a function of time, customer input to the input device **105**, or other criteria; the lighting of the image; and shaders and environment parameters, such as fog and haze.

**[0115]** The business rules may specify that both two- and three-dimensional images be displayed at the same time.

**[0116]** The composite prepared by the processing system **171** under the direction of the business rules may constitute a three-dimensional graphics presentation. This means that at least certain elements in the presentation, at at least certain times, will be three-dimensional graphic elements, i.e., elements comprised of data that permit the elements to be displayed from more than a single desired perspective.

**[0117]** As should be apparent to those skilled in the art, there are a broad variety of ways to composite two- and three-dimensional images into a three-dimensional graphics presentation.

**[0118]** One such way is for the processing system **171** to work with the graphical user interface of the display **103** by way of a wrapper that may be a layer of C++ classes and functions. The core classes and functionality may specify what, how and where both two- and three-dimensional graphics should be presented within a scene, e.g., within a window being displayed on the display **103**. The processing system **171** may include appropriate software for defining and managing user interactions within the context of the visual scene.

**[0119]** A scene may be conventionally represented as a Direct Acyclic Graph (DAG) that permits grouping, parent/child relationships and hierarchical constructs. Two-dimensional elements may be added to this scene through the use of an overlay. These overlays may be part of the scene, but not part of the DAG. Resources (such as bitmaps) can nevertheless be shared between the overlays and materials.

**[0120]** The compositing operation may be performed on every frame of a bitmap.

**[0121]** Each type of three-dimensional and two-dimensional element (e.g., light, material, camera, geometry, modifier) may be represented by its own class. A scene may contain an element list for each class. It would then contain both a 3D DAG for three-dimensional elements and a 2D DAG for two-dimensional elements. Hierarchical elements may be implemented within the 3D DAG, including transformations, material inheritance, visibility inheritance and group picking. Hierarchical methods may be implemented within the 2D DAG, including transformations and visibility. Overlay classes may be used to represent where on the display device an image should be displayed. They may contain or reference a full compositing tree of operations. Interactive and GUI methods (e.g., picking, business logic and screens) may be applied to the relevant 2D and 3D classes.

**[0122]** The graphics, business rules, control data, sound data and text data that is stored, respectively, in the graphics storage media **121**, business rules storage media **131**, control data storage media **141**, sound data storage media **151** and text data storage media **161**, may be stored in one or more database structures. Communications with these databases may include ODBC and/or MAPOP plug-ins. ODBC plug-ins can be used to connect certain scene classes to dynamic data

sources, such as relational databases, GPS data feeds or flat files. This may allow such things as language-sensitive buttons to be created that would query a relational database for the words, language and font that would be used on the button. It might allow the system to respond to external events, such as an ATM-type device.

**[0123]** MAPOP plug-ins may be used to represent custom 2D compositing/image processing operations that are not already supported. These can facilitate operations such as creating a bitmap from a live video feed or performing a custom spin blur.

**[0124]** A class element called a screen may be included. This may be a GUI element that references 2D and 3D elements that themselves are within the respective DAGs. The screen class can organize an entire rich media application into one or more screens that are navigated through by a user. Each screen may describe the screen elements to be displayed when that screen is made visible. The screen may contain screen specific parameters for its elements that should be applied/assigned when the screen is made visible.

**[0125]** The rich media database may contain the properties of 2D and 3D animation of its elements. The screen may describe two transitions: onactivate and ondeactivate. The onactivate transition may be used when the screen goes from visible to invisible, and the ondeactivate transition may be used when the screen goes from invisible to visible. The transition may have a time period (duration) associated with it and the various screen elements used to animate one or more of their parameters (such as position, orientation or visibility). Transitions may define the way in which a screen is transitioned into or out of any other screen.

**[0126]** The processing system **171** may maintain a list of previous screens that have been displayed, thereby permitting the customer through appropriate interface controls to go back to an earlier screen to undo or reconsider a selection that may have been made.

**[0127]** The processing system **171** may manage the payment acceptance device **109** and/or the cash disbursement device **111** in accordance with the transaction

that is performed. This may be done under the control and guidance of the business rules in the business rules storage media **131**.

**[0128]** The processing system **171** may communicate with other aspects of the business in which the point of sale computer system is being used. For example, it may direct orders to an order fulfilling department and/or billing information to an accounting department. This may be done under the control of the business rules.

**[0129]** By combining database technology with graphics technology and business rules, the point of sale computer system shown in FIG. 1 can provide a wide degree of flexibility, while at the same time making an extremely effective and, optionally, entertaining presentation to induce the customer to consummate a sale.

**[0130]** The database structure that may be used in conjunction with the graphics, business rules, control data, sound data and text data storage media **121**, **131**, **141**, **151** and **161**, respectively, allows very substantial and frequent changes in the presentation that the customer receives, without complex program modifications.

**[0131]** The business rules in the business rules database may be updated very frequently and easily to effectuate pricing changes, changes in the products or services that are offered, new promotions, etc. Similarly, the graphics, control data, sound data and text data can just as easily be changed, making desired changes to the format of the presentation that is made.

**[0132]** Other databases may be accessed in connection with the point of sale computer system. For example, databases containing data relating to customer loyalty and affinity programs may be accessed by the processing system and the business rules may be consulted for direction on the effect that this data should have. For example, the data might affect the graphics that are selected from the graphics storage media **121**, as well as other information that is selected from the other storage media. The data from the other databases could affect the prices, products, services and promotions that are offered or emphasized.

**[0133]** In many situations, several kiosks can advantageously be used at a single point of sale location. Similarly, a single point of sale location may itself be a member of a larger business having other point of sale locations. If a business is large enough, the various points of sale locations may be segregated into regions, sub-regions, etc.

**[0134]** In many businesses, the products and services that are offered, as well as their prices and the manner of their presentation, might be managed by a main office. In some situations, it might instead be managed by a regional office or at the local store level. In still other situations, portions of the presentation might be managed by the main office, other portions by a regional office, and still further portions by a local store.

**[0135]** FIG. 2 is a block diagram of an enterprise level point of sale computer system that addresses these needs. It illustrates one example of an enterprise level topology in which the point of sale computer system shown in FIG. 1 might be used.

**[0136]** As shown in FIG. 2, a plurality of kiosks **201** may be located in a plurality of local stores **203**. Although not required, each local store **203** may itself contain a plurality of kiosks **201** and may be geographically-separated from the other local stores **203**.

**[0137]** In FIG. 2, each kiosk **201** may include all of the components shown in FIG. 1, including the kiosk **101**, the processing system **171**, and the graphics, business rules, control data, sound data and text data storage média **121**, **131**, **141**, **151** and **161**, respectively. Alternatively, the payment acceptance device **109**, the cash disbursement device **111**, at least portions of the processing system **171**, and the graphics, business rules, control data, sound data and text data storage media **121**, **131**, **141**, **151** and **161**, respectively, may be contained outside of the kiosk **201**. One or more of these components may in certain configurations be shared by all of the kiosks **201** within a particular store **203**.

**[0138]** Each local store **203** may include a local manager station **205**. Among other functions, the local manager station **205** may be configured to allow changes to be made locally in the content of the graphics, business rules, control



data, sound data and/or text data storage media **121, 131, 141, 151 and 161**, respectively.

**[0139]** The enterprise may include one or more regional offices **207**. Each regional office **207**, in turn, may include a regional manager station **209**. Each regional manager station may be configured to load and update the content of the graphics, business rules, control data, sound data and/or text data storage media **121, 131, 141, 151 and/or 161**, respectively, to the local stores **203**. Each regional manager station **209** may be used to completely control the content of the storage media, or may do so only in part or only in certain of the local stores **203**. Each local manager station **205**, in turn, may be provided with the ability to modify or supplement the data that has been provided under the control of a regional manager station **209**.

**[0140]** The enterprise may include a main office **211**. A main manager station **213** may be associated with the main office **211** and manage the content of the graphics, business rules, control data, sound data and text data storage media **121, 131, 141, 151 and 161**, respectively, at the regional level and/or at the local level. This is much like the regional manager station **209**, except that the main manager station **213** may be configured to have the authority to manage this content in any or all of the local stores **203**.

**[0141]** Of course, it is to be understood that the enterprise might be smaller, having only a single local store **203**. In this situation, however, the graphics, business rules, control data, sound data and text data storage media **121, 131, 141, 151 and 161**, respectively, might still be shared among the various kiosks **201** within this local store.

**[0142]** In a medium-size enterprise, there might be no regional offices **207** or regional manager stations **209**. In this situation, each local store **203** might communicate with and be controlled directly by the main office **211** in association with its main manager station **213**.

**[0143]** In a larger enterprise, on the other hand, there might be sub-regional offices, as well as different or additional types of divisions. The topology shown in FIG. 2 can readily be modified accordingly.

**[0144]** Through the use of such an enterprise-level structure, a great deal of flexibility and efficiency can be achieved. Global loading and changes of the information stored in the various regional and local storage media can be made under a single directive, such as a directive issued by the main manager station **213**. Changes that are required to be made on a regional or local level can similarly be made by a regional manager station **209** or, at the local level, by a local manager station **205**.

**[0145]** The degree of allowable control by each manager station may be specified. For example, limits may be placed on the types of changes that each local manager station **205**, regional manager station **209**, or the main manager station **213** can implement. Conversely, each local manager station **205** may be given the authority to subscribe at its option to various content offerings and classes of content from its regional office **207** and/or its main office **211**.

**[0146]** Although not shown, appropriate storage facilities may be provided in the regional office **207** or in the main office **211** to store the data that may be delivered to its subordinate office or offices.

**[0147]** Mechanisms may be provided to automate the updating process. For example, one or more of the systems in the enterprise may be programmed to periodically deliver or receive updates, such as during evening times when the local stores may be closed.

**[0148]** Of course, the local store **203** may need the ability to communicate with its respective regional office **209** and/or main office **211**, and the regional offices may need the ability to communicate with its main office. Any communication system now known or later developed may be used. Such systems may include network communication systems implemented over the Internet, phone lines or even by satellite.

**[0149]** As should be apparent, software may be needed to implement the various functions of the systems and subsystems shown in FIGS. 1 and 2. The necessary software, as well as portions of the necessary software, may be provided on any of the types of media that are described above in connection with the graphics storage media **121**. The needed software may be delivered at each

computing location on such storage media, or it may be downloaded from such storage media over a network, such as the Internet.

**[0150]** Although the discussion has thus-far been focused on the consummation of a sale, it is to be understood that the systems that have been described have utility in connection with the consummation of any business transaction. For example, the systems described may be used to facilitate a customer's selection and reservation of an item to purchase. It may similarly be used for the purpose of allowing a customer to obtain credit or to open a charge account.

**[0151]** The systems that have been discussed may be used to enable a customer to select and obtain information about a product or service that is offered for sale at the location of the point of sale system. Such a configuration may or may not allow the customer to consummate a sale for an item determined to be of interest.

**[0152]** The descriptions that have now been provided are of illustrative embodiments and should enable a person of ordinary skill in the art to make and use the technology that is set forth in the claims below without undue experimentation. Numerous modifications to these embodiments will be readily apparent to those skilled in the art, and the principles defined in this discussion may be applied to other embodiments, without departing from the spirit or scope of the technology that is set forth and covered by the claims below.

**WE CLAIM:**

1. A point of sale computer system that allows a customer to select and consummate a sale himself comprising:

a display configured for the customer to view during the selection and consummation process;

an input device configured to be operated by the customer during the selection and consummation process and to generate control signals in response to operation of the input device by the customer;

graphics storage media configured to store two and three-dimensional graphics data relating to the sale;

business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on the control signals from the input device; and

a processing system configured to:

communicate with the display, the input device, the graphics storage media and the business rules storage media;

obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules;

composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and

deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

2. The system of Claim 1 wherein the three-dimensional graphics presentation entertains the customer during the selection process.
3. The system of Claim 2 wherein the three-dimensional graphics presentation includes animation relating to the sale.
4. The system of Claim 3 wherein the animation includes animated three-dimensional graphics relating to the sale.
5. The system of Claim 1 wherein the business rules also specify how the graphics should be displayed during the selection and consummation process.
6. The system of Claim 1 wherein the business rules also specify when the graphics should be displayed during the selection and consummation process.
7. The system of Claim 1 wherein the business rules also specify where the graphics should be displayed during the selection and consummation process.
8. The system of Claim 1 further including a payment acceptance device configured to accept payment from the customer for the consummated sale.
9. The system of Claim 7 further including a cash disbursement device configured to disburse cash to the customer.
10. The system of Claim 9 wherein the cash disbursement device is configured to disburse change in response to overpayment for the sale.
11. The system of Claim 1 wherein the three-dimensional graphics presentation includes a series of scenes, the content of each of which is dictated by the input received from the customer.
12. The system of Claim 11 wherein the three-dimensional graphics presentation includes a programmed graphics transition between each scene.
13. The system of Claim 12 wherein the programmed graphics transition is managed by the business rules.

14. The system of Claim 13 wherein the programmed graphics transition includes an image of a selected item being transferred to an image of a shopping container.

15. The system of Claim 14 wherein the shopping container is a shopping cart.

16. The system of Claim 1 wherein the three-dimensional graphics presentation communicates in a language and wherein the customer may select the language that is used.

17. The system of Claim 1 further including other data storage media configured to store other data relating to the sale, wherein the processing system also communicates with the other data storage media, and wherein the business rules also specify the graphics that should be displayed during the selection and consummation based on the data in the other data storage media.

18. The system of Claim 17 wherein the processing system is configured to seek, obtain and record the identity of the customer and wherein the other data includes data about the customer.

19. The system of Claim 18 wherein the data about the customer includes data about input received from the customer during a previous visit to the point of sale computer system.

20. The system of Claim 17 wherein the other data includes data about the inventory of products or services that may be selected by the customer for the sale.

21. The system of Claim 17 wherein the other data includes data about promotional campaigns relating to the sale.

22. The system of Claim 1 wherein the display and input device are both contained in a kiosk.

23. The system of Claim 1 wherein the display and input device are not both contained in a kiosk.

24. The system of Claim 1 wherein the sale is of a product.

25. The system of Claim 24 wherein the product is prepared food.

26. The system of Claim 1 wherein the graphics data includes images of products or services that the customer may select to purchase.

27. The system of Claim 26 wherein an image of the products or services is represented by three-dimensional graphics data.

28. The system of Claim 1 wherein the graphics data includes an image of a companion for the customer and wherein the business rules include rules to cause the image of the companion to be displayed to the customer during the selection process.

29. The system of Claim 1 wherein the graphics data includes cross-promotional graphics that promote a product or service other than one that the customer may select during the selection and consummation process and wherein the business rules cause the cross-promotional graphics to be part of the three-dimensional graphic presentation.

30. The system of Claim 1 wherein the graphics data includes text in a graphics format.

31. The system of Claim 1 further including a sound transducer configured for the customer to hear during the selection and consummation process.

32. The system of Claim 31 wherein the graphics data include multimedia data containing both image and sound information relating to the sale and wherein the processing system causes the sound to be delivered to the sound transducer when the image portion of the multimedia data is delivered to the display.

33. The system of Claim 31 further including sound storage media configured to store sound data relating to the sale; wherein the business rules also specify the sound that should be delivered during the selection and consummation process based on the control signals from the input device; and wherein the processing system is also configured to communicate with the sound storage media, select sound data in real time from the sound storage media in

response to control signals received from the input device and in accordance with the business rules, and deliver the selected sound data to the sound transducer along with the three-dimensional graphics presentation.

34. The system of Claim 1 wherein the graphics storage media is configured to be updated from a remote source.

35. The system of Claim 1 wherein the business rules storage media is configured to be updated from a remote source.

36. The system of Claim 1 wherein the graphics storage media and business rules storage media are configured to be updated from a remote source.

37. A method of allowing a customer to select and consummate a sale himself using a point of sale computing system comprising:

receiving control signals in response to the operation of an input device by the customer during the selection and consummation process;

selecting two and three-dimensional graphics relating to the sale in real time from a graphics storage media based on the control signals received from the input device and in accordance business rules that specify the graphics that should be displayed during the selection and consummation process;

compositing the selected two and three-dimensional graphics in real time into a non-linear, three-dimensional graphics presentation;

delivering the three-dimensional graphics presentation in real time to a display for viewing by the customer; and

displaying the three-dimensional graphics presentation in real time to the customer.

38. Computer program storage media containing a computer program that, when loaded in a computer system along with other software, allows a



customer to select and consummate a sale himself with a point of sale computer system, including:

- receiving control signals in response to the operation of an input device by the customer during the selection and consummation process;

- selecting two and three-dimensional graphics relating to the sale in real time from a graphics storage media based on the control signals received from the input device and in accordance business rules that specify the graphics that should be displayed during the selection and consummation process;

- compositing the selected two and three-dimensional graphics in real time into a non-linear, three-dimensional graphics presentation;

- delivering the three-dimensional graphics presentation in real time to a display for viewing by the customer; and

- displaying the three-dimensional graphics presentation in real time to the customer.

39. A point of transaction computer system that allows a customer to select and consummate a business transaction himself comprising:

- a display configured for the customer to view during the selection and consummation process;

- an input device configured to be operated by the customer during the selection and consummation process and to generate control signals in response to operation of the input device by the customer;

- graphics storage media configured to store two and three-dimensional graphics data relating to the transaction;

- business rules storage media configured to store business rules that specify the graphics that should be displayed during the

selection and consummation process based on the control signals from the input device; and

a processing system configured to:

communicate with the display, the input device, the graphics storage media and the business rules storage media;

obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules;

composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and

deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

40. The computer system of Claim 39 wherein the business transaction includes reserving an item to purchase.

41. The computer system of Claim 39 wherein the business transaction includes extending credit.

42. A point of sale computer system that allows a customer to himself select and receive information about a potential business transaction that the customer may consummate at the location of the computer system comprising:

a display configured for the customer to view during the selection and receiving process;

an input device configured to be operated by the customer during the selection and receiving process and to generate control signals in response to operation of the input device by the customer;

graphics storage media configured to store two and three-dimensional graphics data containing information about the potential

business transaction that the customer may consummate at the location of the computer system;

- business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and receiving process based on the control signals from the input device; and

- a processing system configured to:

- communicate with the display, the input device, the graphics storage media and the business rules storage media;

- obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules;

- composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and

- deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

43. An enterprise level point of sale computer system for an enterprise having several geographically-separated point of sale locations that allows customers at the various locations to select and consummate a sale themselves comprising:

- a local computer system at each point of sale location in the enterprise comprising:

- a display configured for a customer to view during the selection and consummation process;

- an input device configured to be operated by the customer during the selection and consummation process

and to generate control signals in response to operation of the input device by the customer;

graphics storage media configured to store graphics data;

business rules storage media configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on the control signals from the input device; and

a processing system configured to:

communicate with the display, the input device, the graphics storage media and the business rules storage media;

obtain selected graphics in real time from the graphics storage media in response to the control signals received from the input device and in accordance with the business rules;

composite the selected graphics in real time into a non-linear, graphics presentation; and

deliver the graphics presentation in real time to the display for viewing by the customer; and

a global computer system configured to communicate with each local computer system and to deliver graphics and business rules to each local computer management system for storage in its graphics storage media and business rules storage media.

44. The system of Claim 43 wherein at least one local computer system further includes a manager station configured to control and update the graphics and business rules that are stored in its graphics and business rules storage media.

45. The system of Claim 44 wherein the manager station is further configured to selectively subscribe to classes of graphics and business rules to be delivered from the global computer system.

46. The system of Claim 45 wherein the manager station is further configured to selectively load graphics data in the graphics data storage media and business rules in the business rules storage media.

47. The system of Claim 46 wherein at least portions of the selectively loaded graphics data and business rules are tailored to the point of sale location associated with the manager station.

48. The system of Claim 43 wherein:

the graphics storage media is further configured to store two and three-dimensional graphics data relating to the sale; and

the processing system is further configured to:

obtain selected two and three-dimensional graphics data in real time from the graphics storage media in response to control signals received from the input device and in accordance with the business rules;

composite the obtained two and three-dimensional graphics data in real time into a non-linear, three-dimensional graphics presentation; and

deliver the three-dimensional graphics presentation in real time to the display for viewing by the customer.

1/2

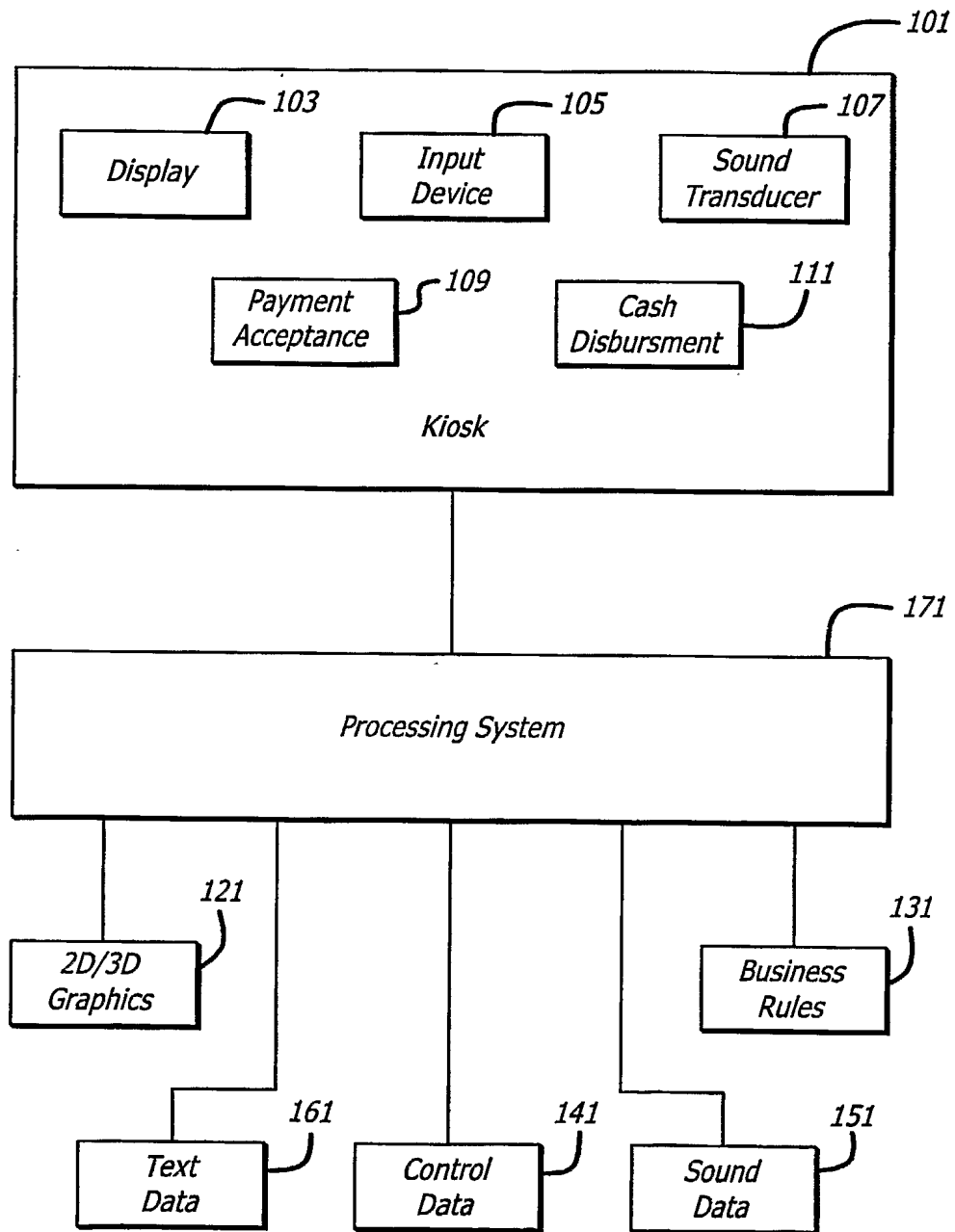


FIG. 1

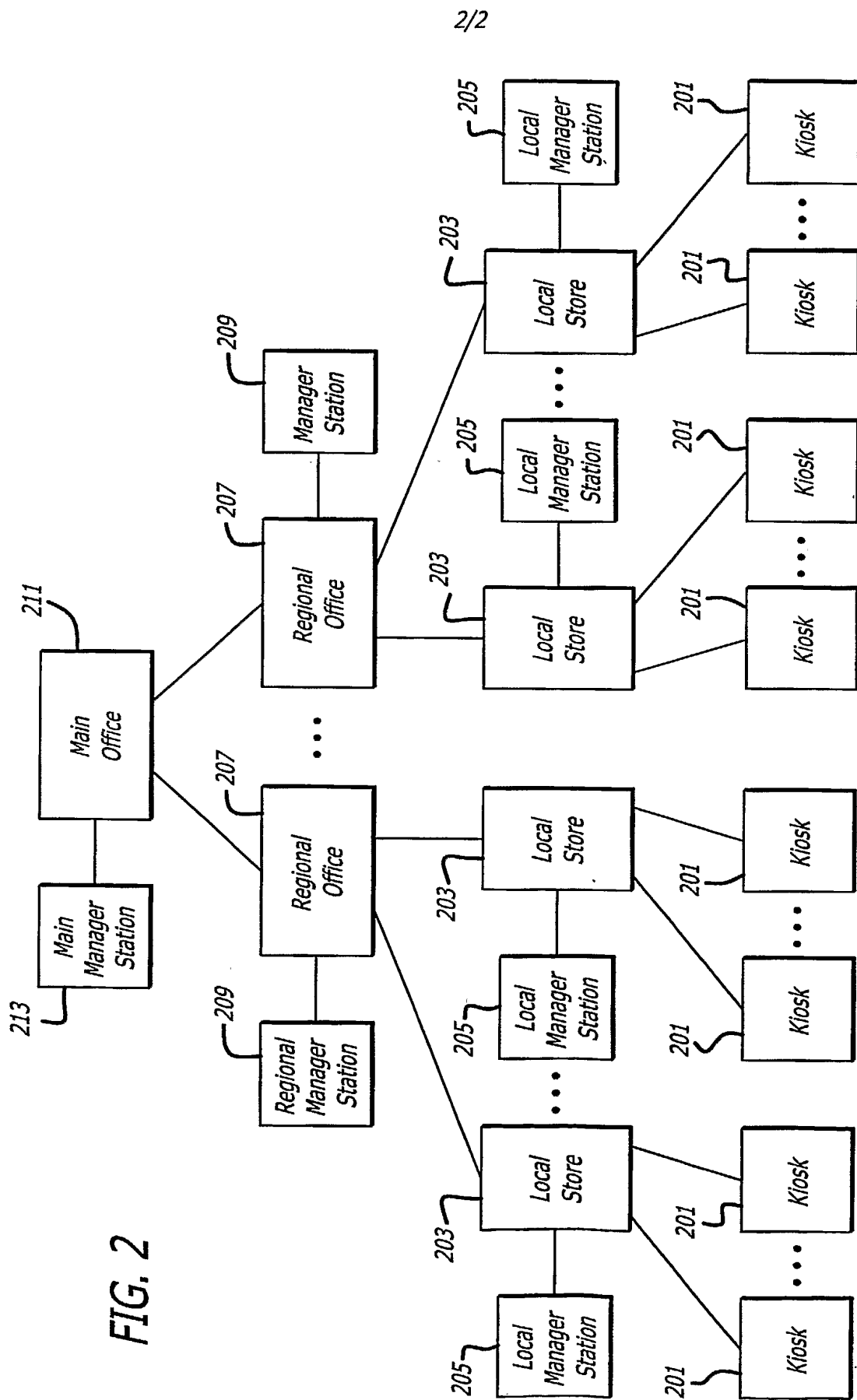


FIG. 2

CORRECTED VERSION

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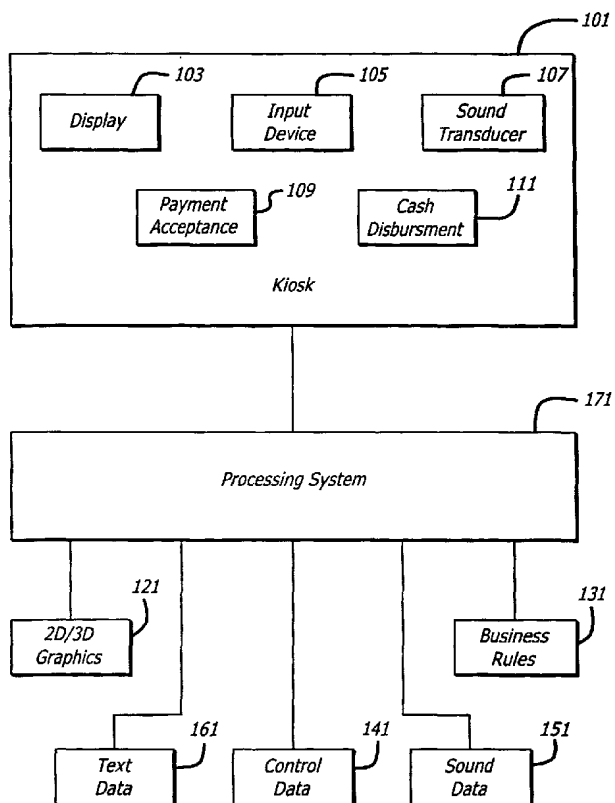
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(54) Title: POINT OF SALE COMPUTER SYSTEM DELIVERING COMPOSITED TWO- AND THREE-DIMENSIONAL IMAGES



(57) Abstract: A point of sale computer system(10) that allows a customer to select and consummate a sale himself. The system may include graphics storage media (121)configured to store two- and three-dimensional graphics data relating to the sale, as well as business rules storage media (131), configured to store business rules that specify the graphics that should be displayed during the selection and consummation process based on input received from the customer. The technology allows a presentation to be made to the customer that is entertaining and that maintains the attention of the customer throughout the sale selection and consummation process.





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